

Amendments to the claims:

1. (Currently Amended) A method for surveying candidates who may be interested in an educational institution comprising the steps of:

- (a) obtaining a list of candidates who are believed to have an interest in attending an education institution;
- (b) developing a data base relating to the candidates;
- (c) using the information in the data base to segment the candidates into one or more candidate segments based on one or more criteria established by the educational institutions;
- (d) establishing an Internet based web page containing a survey form;
- (e) preparing mailing package for each candidate which includes an incentive to respond to the survey and a unique user name and password for accessing the survey form by the Internet, tailoring the incentive based on the candidate segments;
- (f) distributing the mailing package to each candidate; and
- (g) evaluating the interest of each candidate completing a survey.

2. (Currently Amended) A method for electronically surveying those candidates who may be interested in an education institution comprising the steps of:

- (a) Obtaining a list of candidates who are believed to have an interest in attending an educational institution;
- (b) developing a data base relating to the candidates;
- (c) using the information in the data base to segment the candidates into one or more candidate segments based on one or more criteria established by the educational institutions;
- (d) establishing an Internet based web page containing a survey form
- (e) e-mailing each candidate from a named individual at an e-mail address which includes the name of the institution a unique user name and password for electronically accessing the survey form and a hyperlink to the survey form and including an incentive to respond to the survey and tailoring the incentive based on the the candidate segments;
- (f) evaluating the interest of each candidate completing a survey.

3. (Cancelled).

4. (Original) The method of Claim 2 wherein the survey form is customized using information from the data base.
5. (Previously presented) The method of Claim 4 wherein the survey form is customized with graphics as a function preselected candidate information in the data base.
6. (Original) The method of Claim 5 wherein the information is related to an extracurricular activity.
7. (Cancelled).
8. (Cancelled).
9. (Original) The method of Claim 2 wherein the unique identifier is locked out upon completion of the survey to thereby prevent multiple surveys from the same candidate.
10. (Cancelled).
11. (Previously Presented) The method of Claim 2 including the further step of following up with a second e-mail a predetermined time after the initial e-mail in the absence of a response.

12. (Previously Presented) The method of Claim 2 including the real time monitoring of the web site; the step of updating a separate reporting web site indicative of cumulative activity of all candidates; and wherein the reporting web site includes the number of candidates responding to each question on the survey.

13. (Cancelled).

14. (Cancelled).

15. (Cancelled).

16. (Currently Amended) A method for surveying candidates who may be interested in an educational institution comprising the steps of:

- (a) obtaining a list of candidates who are believed to have an interest in attending an education institution;
- (b) developing a data base relating to the candidates;
- (c) using the information in the data base to segment the candidates based on one or more criteria established by the educational institutions;
- (d) establishing an Internet based web page containing a survey form;

(e) preparing mailing package for each candidate which includes (1) an incentive to respond to the survey, (2) a unique user name and password for accessing the survey form by the Internet, and (3) a postage prepaid response card; tailoring the incentive based on the candidate segments;

(f) distributing the mailing package to each candidate; and

(g) e-mailing each candidate from a named individual at an e-mail address which includes the name of the institution a unique user name and password for electronically accessing the survey form and a hyperlink to the survey form; and

(h) evaluating the interest of each candidate completing a survey.

17.-23(Cancelled).